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Inside Information

Review

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: *Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.*

UNIVERSITY OF ARKANSAS HELPS RESIDENTS GET PRODUCTS MARKET-READY

The University of Arkansas has a unique facility -- the Arkansas Food Processing Center (AFPC) -- to give technical advice and assistance in food processing and product development, and to provide a facility for processing test lots of food products.

The concept fits in well with alternative agriculture and home-based business. With a minimum of investment, Arkansans can test the market potential of a handed-down family recipe or a value-added product from their farms.

AFPC's ultimate goals are to provide entrepreneurs or food processors an economical way to prove their product's feasibility and then to help them successfully establish or expand their business.

Located in the Department of Food Science at the University of Arkansas, AFPC has equipment capable of preparing and heat processing almost any food product. These include fruits and vegetables, jams, jellies, juices, and sauces. Products can be packaged in cans, glass, or other suitable containers. Frozen foods can be prepared using liquid nitrogen. Foods also can be dried, dehydrated, or powdered using a spray dryer.

Standard cost for in-state residents is \$50 per hour with a minimum of four hours (including set-up and clean-up). The use of some pilot plant equipment, laboratory time, or other research on the development of a product may incur extra fees. Any fees are determined prior to packing the product.

AFPC users are responsible for supplying all ingredients and containers. They also must write out in detail the formulation, preparation, and processing procedures. Test runs with different formulations or products can be scheduled at the same time.

Arkansas Cooperative Extension Service food processing technologist, Dr. D. Robert Davis, is headquartered at the Center to help residents get their product ready for market.

For more information, contact Carol Sanders Reiner, 501-671-2000.



COMMUNICATION PROFESSIONALS HEAD GOVERNMENT COMPETITION

Lewis Thatcher, senior analyst for publications and marketing at the U.S. Office of Personnel Management (OPM), will chair the 1992 Blue Pencil Award competition for the National Association of Government Communicators (NAGC).

MacKenzie Kearney, video producer for the U.S. Secret Service, will chair NAGC's 1992 Gold Screen contest. Susan Fertig-Dyks of USDA's Office of Public Affairs will be her co-chair.

NAGC's Blue Pencil and Gold Screen contests date back to 1976. They draw about 1,000 entries each year from communicators at national, state, and local levels of government throughout America. The deadline for entries is May 1. NAGC announces the winners at its annual awards banquet.

NAGC encourages communicators in all levels of government to enter their best products in these national competitions.

The Blue Pencil and Gold Screen contests are open to private sector writers, editors, photographers, graphic designers, and audio-visual producers who have completed programs for government communicators.

Kearney started her career as a radio disk jockey, moving into television as a broadcast engineer before working privately as a broadcast consultant. She produces a variety of video for the Secret Service, from training to protective missions. She holds a BA in Communications and holds a Federal Communications Commission general class license with ship radar endorsement.

Fertig-Dyks manages five divisions at USDA, involved in graphic design, still photography, video, teleconferencing, editorial, policy review and printing, and publication distribution. She is a feature journalist who spent 30 years abroad and began her television career in Manila, eventually becoming head of her own consulting firm.

Thatcher majored in advertising and minored in journalism at the University of Alabama. He managed the U.S. Navy's \$20 million recruitment advertising account for 12 years. As a U.S. Navy pilot, Thatcher specialized in submarine warfare.

NAGC is a not-for-profit professional association of more than 800 active members throughout the country. They are federal, state, and local government employees who edit, write, broadcast, photograph

and speak for their respective agencies. NAGC's principal purpose is advancing communications as an essential professional resource at every level of national, state, and local government.



NEWEST SMALL-SCALE AG ALTERNATIVE FACTSHEET IS PUBLISHED

"A Small-Scale Agriculture Alternative -- Specialty Potatoes," the newest in a series of factsheets, has been published by USDA's Office for Small-Scale Agriculture (OSSA), Cooperative State Research Service (CSRS).

Prepared by Erik J. Sorensen of Washington State University Cooperative Extension Service and George B. Holcomb of the USDA's Office of Public Affairs, the new factsheet discusses the increasing interest in the yellow-fleshed and other uncommon varieties known as specialty potatoes.

Yellow-fleshed potatoes are the rule rather than the exception in most countries. Some specialty potatoes available in the United States for many years were long considered of little commercial value. Now, with increased consumer demand, domestic potato breeders have begun to release some excellent yellow-fleshed varieties.

In addition to listing varieties with commercial potential, the factsheet also discusses climate, soils, and water; planting and cultivation; pest control; harvesting and storage; marketing; cooking quality and nutrition; and provides a generous list of publications for additional information.

Others in the series are "Herbs," "Foliage Plants," "Mushrooms," "Sheep," "Wildflowers," "Specialty Vegetables," "Exotic Livestock," "Dessert Vines," "Exotic Fruits," "Goats," "Woodlots," "Specialty Flowers," "Beekeeping," "Aquaculture," "Strawberries," and "Brambles."

For more information, contact George Holcomb at 202-720-5746.

Single copies are available at no charge from Howard W. "Bud" Kerr, Jr., Programs Director, OSSA, CSRS, Room 342-D, Aerospace Bldg., Washington, DC 20250-2200. Telephone is 202-401-4640.



OHIO COOPERATIVE EXTENSION AND AG*SAT TO OFFER BEEKEEPING COURSE

Ohio State University Cooperative Extension Service and AG*SAT will be offering a new course, "Introduction to Beekeeping," this fall.

Lectures and demonstrations presented during the satellite class will acquaint viewers with the basic concepts of: (1) Getting started in beekeeping, (2) Honey bee biology and behavior, (3) Honey bee diseases and pests, (4) Honey production and processing, (5) Plant and honey bee interactions, and (6) Current issues in U.S. beekeeping.

Information presented in the course will enable class participants to competently initiate their own beekeeping projects. The course will provide two semester or three quarter credits, and will be presented on Wednesdays from 5:30 p.m. to 7:30 p.m. (EST), September 2 to December 9, 1992.

Instructors will be Dr. James E. Tew and Dave Heilman. Tew, an associate professor in both Ohio State University's Department of Entomology and its Agricultural Technical Institute, also serves as the National Apiculture Program Leader for USDA's Extension Service in Washington, D.C.

Heilman, the apiarist for The Ohio State University beekeeping facility at Wooster, maintains 250 hives of honey bees and is responsible for processing and marketing the honey crop.

For more information on registration, course content, and interactive procedures, contact: James Tew, 216-264-3911.



PENN STATE UNVEILING NEW SERIES OF PUBLIC SERVICE VIDEO SPOTS

Penn State's School of Forest Resources is unveiling a series of attention-getting public service video spots promoting the state's new Forest Stewardship Program. The 15- and 30-second spots, which are intended to increase awareness of the program's "Forests for Life" theme, will air on selected TV stations

across the state through March.

One spot uses seemingly incongruous images such as the infamous Edsel and a woman with a gigantic beehive hairdo to contrast the attention people give to short-term fads with the long-term need to preserve forests. Another shows a formally attired pianist playing a candelabra-decked grand piano in the middle of the woods, sending the message that forests provide more benefits than many people think -- from aesthetic beauty and wildlife habitat to useful products and economic activity.

Each spot includes a toll-free number (1-800-235-WISE) that anyone may call to get more information on Pennsylvania's Forest Stewardship Program.

The Forest Stewardship Program emphasizes the multiple benefits forests provide both rural and urban dwellers. It is designed to inform people about using forests wisely and to give technical and financial support to landowners who want to responsibly manage their forests.

For more information, contact: Steve Jones or Jim Finley, 814-863-0401.



FEDERAL EMPLOYEES IN PROFESSIONAL ASSOCIATIONS YIELD BENEFITS

Congressman Paul E. Kanjorski (D-PA) has recently expressed something we federal career employees have always known -- that the federal government benefits substantially from the our participation in professional associations.

Our memberships and active participation in Agricultural Communicators in Education (ACE), National Association of Government Communicators (NAGC), National Association of Farm Broadcasters (NAFB), or any of the many other fine professional associations should be encouraged as an asset to our jobs.

Expressing his concern that the Office of Government Ethics (OGE) "has not adequately evaluated the ramifications" of implementing regulations inhibiting federal employee participation in professional associations, Kanjorski called on OGE Director Steven Potts to either withhold final action or seek additional comments on these parts of OGE's proposed ethics regulations.

In a letter to Potts, Congressman Kanjorski said, "I have seen no evidence that there exists significant ethical problems in the area of employee participation in professional associations. That being the case, it is not clear what overriding imperative exists to issue final regulations in this area when substantial and substantive concerns have been raised over their likely implications."

"What is clear is that participation by federal employees in professional associations does yield significant, and in some instances, critical benefit not just to the federal employees but to the federal government overall," he stressed.

And we all said: "Amen."



NEW DEPUTY PRESS SECRETARY FOR FORESTRY AFFAIRS IN USDA'S OPA

In a USDA Forest Service press release dated March 12, Forest Service Chief F. Dale Robertson reported the establishment of a new position in USDA's Office of Public Affairs (OPA).

Andrew J. Fisher has been appointed Deputy Press Secretary for Forestry Affairs in OPA and will report to Roger Runningen, the Secretary's Press Secretary and Director of Public Affairs for USDA. According to Robertson, Fisher will work very closely with the Forest Service and the other USDA agencies involved in forestry.

Fisher has spent the past decade in public relations and working with the press. He has worked as a press secretary in the United States Senate and most recently has been the owner-operator of a farm/rural-oriented newspaper.

Robertson says Fisher will be responsible for Department coordination of the public affairs aspect of forestry related issues and will work closely with the Forest Service, the Office of Assistant Secretary for Natural Resources and Environment, and USDA's OPA to accomplish this mission.

For more information, Fisher can be reached at 202-205-1335.



TOTALLY DIFFERENT TYPES OF BEAGLES AND BOXERS IN USDA NEWS

When you think of beagles and boxers you are probably referring to dogs. But, boxers also can be people wearing gloves and hitting one another. Then again it can be shorts, as in "taking it in the..."

But beagles can only be beagles, and according to "Inside APHIS," a beagle called Jackpot is a VIP (Very Important Pooch). One of APHIS' airport "sniffers," Jackpot retired recently to a 3-acre farm in northern Maryland.

The 11-year-old beagle is now living with an APHIS family, Plant Protection and Quarantine Assistant Operations Officer Jonathan Jones, Regulatory Enforcement and Animal Care Investigative & Compliance Specialist Meredith Jones, their three children, two horses, and a rabbit.

On the other end of beagles and boxers, Karl Hampton, an economist with USDA's Foreign Agricultural Service in Washington, D.C., is a national winner in the "Just in His Jockey Underwear" contest. Chosen from more than 3000 entries, Hampton has now appeared on "Regis and Kathie Lee" and "Entertainment Tonight" in a pair of red and fuchsia boxers.

Hampton works out at least five times a week in USDA's gym, which helps explain why he looks so good in boxers. He has been with USDA since 1987.

**MANAGING EDITOR OF "EXTENSION REVIEW" MAGAZINE RETIRES**

James Wolfe of USDA's Extension Service retired on February 28. He was the managing editor of EXTENSION REVIEW magazine for many years.

Wolfe began his USDA career in the Agricultural Research Service's Publications Branch in Hyattsville, Maryland. He was an editor in the Popular Publications Division.

**PUBLIC AFFAIRS SPECIALIST OPENING IN USDA'S EXTENSION SERVICE**

There is an opening in the Communication, Information, and Technology Division of USDA's Extension Service for a GS-11/12 public affairs specialist, with promotion potential to GS-13.

Fluency in written and spoken Spanish and the ability to work with diverse audiences is highly desirable.

Contact Jacqueline Wilson, USDA, CMS, PMSD, Room 3552-S, Washington, DC 20250-0900. Telephone is 202-720-0987.

Closing date for vacancy number ES92-782 is April 13.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**April 8-10:**

ACE WESTERN REGION WORKSHOP AND MEETING
Theme: "The Changing World of Today's Agricultural Communicators"
Portland, Oregon
Contact: Dennis Hinkamp, Utah State U., 801-750-1392

April 21-23:

ACE SOUTHERN REGION MEETING
Theme: "Hot Talk, Cool Jazz"
Baton Rouge Hilton, Baton Rouge, Louisiana
Contact: 504-388-2263

April 27-28:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
The Wyndham Warwick, Houston, Texas
Contact: Effective Communications Group, 201-444-3147

April 29-30:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Wyndham Midtown, Atlanta, Georgia
Contact: Effective Communications Group, 201-444-3147

April 29 - May 1:

ACE NORTH CENTRAL REGION MEETING
Theme: "ACE on the Horizon"
University of Illinois, Champaign-Urbana, Illinois
Contact: Anita Povich, 217-244-2827

April 30 - May 1:

THE CORPORATE COMMUNICATORS CONFERENCE
Ambassador West Hotel, Chicago, Illinois
Contact: Ragan Communications, Inc., 1-800-878-5331

May 4-6:

EXTENSION TECHNOLOGY CONFERENCE
Theme: "Connecting People: Options for Today and Tomorrow"
Lansing, Michigan
Contact: Luke Reese, 517-355-3776

May 10-13:

SOCIETY FOR TECHNICAL COMMUNICATION 39TH ANNUAL CONFERENCE
Westin Peachtree Plaza Hotel/Atlanta Market Center, Atlanta, Georgia
Contact: STC, Arlington, VA, 703-522-4114

May 12-13:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Radisson Hotel Metrodome, Minneapolis, Minnesota
Contact: Effective Communications Group, 201-444-3147

May 14-15:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Radisson Redick Tower Hotel, Omaha, Nebraska
Contact: Effective Communications Group, 201-444-3147

May 18-19:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Radisson Hotel, Clayton, Missouri

Contact: Effective Communications Group, 201-444-3147

May 20-21:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Omni Severin Hotel, Indianapolis, Indiana

Contact: Effective Communications Group, 201-444-3147

May 28-29:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

The Warwick Hotel, Philadelphia, Pennsylvania

Contact: Effective Communications Group, 201-444-3147

June 1-2:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Rochester marriott-Thruway, Rochester, New York

Contact: Effective Communications Group, 201-444-3147

June 2-5:

RENSSELAER 40TH TECHNICAL WRITERS' INSTITUTE

Rensselaer Campus, Troy, New York

Contact: Robert Krull, 518-276-8260 (Bitnet: USERBTFO@RPITSMTS)

June 4-5:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

Sheraton Station Square Hotel, Pittsburgh, Pennsylvania

Contact: Effective Communications Group, 201-444-3147

June 8-9:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP

The Jefferson Hotel, Richmond, Virginia

Contact: Effective Communications Group, 201-444-3147

June 26-28:

76TH INTERNATIONAL ACE CONFERENCE

J.W. Marriott Hotel, Washington, D.C.

Contact: C.W. Bowman Company, 703-979-1639

June 28 - July 1:

THIRD BIENNIAL U.S. AGRICULTURAL COMMUNICATORS CONGRESS

J.W. Marriott Hotel, Washington, D.C.

Contact: 202-785-6717, FAX 202-331-4212



